

## Age Demands Action Campaigning Principles

**We seek for everyone participating in Age Demands Action to follow these principles when designing campaign strategies, undertaking campaigning actions, and applying for funding.**

We believe we have a right to be empowered and informed citizens in older age who can exercise our voices, be heard by those with power, and effect change. This means we collaborate with older people to decide on what we want to achieve in our campaigns and how we are going to get there.



We are committed to finding innovative ways to bring the voices of those most marginalised to the forefront of our actions. We find ways to harness older individuals' existing power and build the power of those with less.

Human rights are at the heart of everything we do. We want a shift from laws, policies and practices that make us dependant, to ones that mean we have autonomy, dignity, equality, non-discrimination and independence in older age.

We are in this for the long term. One-off actions aren't enough to end ageism. We take sustained courses of actions to build power, surprise people and create change.

We cannot tackle ageism without tackling other forms of discrimination too. That's why we are committed to taking an intersectional approach and mainstreaming gender equality into everything that we do.

We seek to form partnerships and identify allies who are a part of other movements. By working with others, we can strengthen our campaigns and make sure we take an intersectional approach.

We are committed to building evidence of how ageism manifests itself and the impact it has. But we know enough about how ageism manifests within ourselves, in the attitudes of others, and throughout systems and structures, to push ahead and **act now**.

Securing rights in older age means securing rights for everyone. We seek to engage for people of all ages to create impact to last for generations to come.

Campaigning is fun! We must stay motivated for the journey ahead, so we make sure to have fun when we take action. Together we take time to celebrate our achievements as a global campaign.

**ADA**  
Age Demands Action